

Await One-Man Booth Verdict

Korda Program To Eagle-Lion

The productions of Sir Alexander Korda's London Films will be distributed by Eagle-Lion Films of Canada, it was announced in Toronto last week by Frank Fisher, general manager of that company. The first films to be distributed are among the most

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Emp-U Programs 52 Short Subs

The Universal-International shorts program for 1949-50 is one large, varied and interesting enough to generate enthusiasm among Canadian exhibitors as well as the sales representatives of Empire-Universal Films, stated A. W. Perry, president and

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Alberta City Exhibitors Ask Change In Regulations

Exhibitors across Canada are waiting for the report on one-man operation of projection booths in Alberta cities by Mr. Justice C. C. McLaurin, chairman of the five-man advisory board "whose duty it shall be to consult with, and

Schine To Shake Off 'Monopoly' Houses

Forty theatres and sites of the Schine Chain Theatre, Inc. in 39 communities of New York State, which borders Ontario, will be sold in the next three years and the circuit has also agreed to abide by government limitations in its future acquisition of films.

The Anti-Trust Division of the Department of Justice will now discontinue a suit begun in Buffalo in 1939 charging it with operating a monopoly and competing unfairly with other motion picture exhibitors.

The Schine brothers also have large hotel holdings.

advise the Minister with respect to the regulations" relating to the provincial Amusement Act. The report will be made to Hon. C. E. Gerhart, Provincial Secretary, who is senior officer of the department which deals with theatres and censorship.

The hearings, which lasted two days, were participated in by K. M. Leach and Matt Park as representatives of the Alberta Theatres Association, and Arthur S. Wise, Calgary, and Wilfred Green, Edmonton, who are on the

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Western Exhibs Study Problems

Membership of drive-in theatres, political reels, public relations and the tourist trade were among the matters discussed at the recent annual meeting of the Alberta Theatres Association in Banff. Ken Leach of Calgary was returned as president and

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New Drive-in Opened

Ochs Management Company's new 500-car drive-in near Kingston, Ontario, opened recently.

Lynn Thomas Cast

Lynn Thomas will star opposite Roddy McDowall in Monogram's *Black Midnight*.

Exhibs, 20th-Fox Men In Toronto Talks

The quality and character of the 1949-50 picture program of 20th Century-Fox was based on the fact that the company had "foreseen the normalization of the boxoffice" and other changes that might affect the health of the industry and had prepared for them. Charles Einfeld, vice-president in charge of both public and exhibitor relations, told a luncheon gathering at the Royal York Hotel, Toronto, last week.

The company's convention delegates, gathered from all territories in the Dominion, joined with guests from the trade in

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To Alter Theatre

Tenders will be called shortly for extensive alterations to Famous Players' 850-seat Edison Theatre in New Westminster, BC.

'The White Tower' To Be Filmed In France

RKO's *The White Tower*, based on the James Ramsey Ullman best-seller of mountain climbing, will be produced in the Southern Alps in France by Irving Allen and Franchot Tone.

To be produced in Ansicolor, the film will be directed by Rudy Mate and efforts are being made to sign six stars to make the trip to Europe.

Story deals with the determination of five men and one girl to climb a mountain called *The White Tower*.

TAYLOR BOOSTS DOM'N TRADE PRESS

The question of proper support for the Canadian trade press was brought up at the luncheon meeting of 20th Century-Fox by N. A. Taylor, head of 20th Century Theatres. Invited to speak by Andy W. Smith, Jr., Taylor said:

"When are the film companies going to recognize that Canada is a separate country and do something for our trade press? It should get the same support that the USA trade press does and a proportionate part of the advertising expenditure in the domestic market should be spent in this country."

Representatives of both Canadian industry trade papers and two of Toronto's movie columnists, Jack Karr of the *Daily Star* and Stan Helleur of the *Telegram*, listened with interest to Smith's reply.

"Perhaps we aren't doing enough for the trade press in this country," he said. "Perhaps none of the companies are. Like other matters which have been introduced here, we will take it under consideration."

'Love Is A Snowball'

Warners has purchased Seymour Gaines' *Love Is A Snowball*.

Wallis Buys Original

Hal Wallis has purchased *The Girl from the Folies Bergere*, an original story with music by the French playwright, Jacques Repas, and will produce the film for Paramount release. Corinne Calvet will star in the picture.

James Todd Signed

James Todd, former stage star, has been signed by Eagle Lion (Hollywood) Films for a lead role in the Bryan Foy production, *Trapped*.

Scott Brady Cast

Scott Brady has been assigned the starring role in Bryan Foy's USA Eagle Lion film, *Port of New York*.

SAME OLD YARN ABOUT CANADA PRODUCTION

Powell and Pressburger, British production team, told a Hollywood press conference that they were thinking seriously about Canadian production. Their names have been used frequently in that connection. This time, the report said, they are considering a bid from Ottawa. Sounds unlikely.

A
novel
ticket-
selling
idea
that
is
both
true
and
authentic!

**\$20,000,000 IN GOLD...
YOURS FOR THE TAKING
IF YOU CAN FIND IT!**

**GLENN
FORD**

**IDA
LUPINO**



**LOST
FOR
GOLD**



with William Edgar
YOUNG·Prince·Buchanan
Screen Play by Ted Sherdeman and Richard English
Produced and Directed by **S. Sylvan Simon**

**A COLUMBIA
PICTURE**

ONE-MAN BOOTH

(Continued from Page 1)

board for the projectionists, J. C. Mahaffy, KC, is counsel for the exhibitors and J. V. H. Milvain, KC, for the projectionists.

The exhibitors asked for a change in provincial regulations so as to provide for one projectionist on duty instead of two in theatres with more than 500 seats in the cities of Edmonton, Calgary, Medicine Hat and Lethbridge. If this is favored by Mr. Justice McLaurin the position of the union may be an interesting one. It may insist on retention of two men and negotiations will follow. But Canadian exhibitors are wondering if, when a reduction in operating costs becomes a necessity, they may be free to reduce the projection staff where it could stand reduction. They feel that a favorable decision in Alberta will help their case if they ask for a change in the regulations of their own provinces.

The one-man booth is an old Alberta dispute and both sides have sought information on fires and safety from Ontario theatre bodies. The Alberta Theatres were informed by the Motion Picture Theatres Association of Ontario that about 70 per cent of the theatres in its territory had one-man booths and these were every bit as safe as those with double the personnel.

Ten years ago the Theatre Inspection branch of Ontario, to aid the exhibitor who found costs too high, ruled that 1,000-seat-and-under theatres would require but one projectionist, while all larger would need two. The decision to change the regulations was made after the safety factor was determined.

However, the projectionists' union insists that the one-man booth go into 850-seat houses and the two-man booth into those with more seats. It also negotiates on the basis of the 42-hour week.

Under the old Ontario regulations two qualified men were required in theatres with more than 500 seats, while those under that number could use one qualified man and one apprentice.

Projectionists say that the circuits would insist on the one-man booth for the sake of safety.

Fox Appointment

Lem Jones has been appointed assistant to A. W. Smith, Jr., vice-president and general sales manager of 20th Century-Fox.

Susan Hayward Cast

Susan Hayward's first assignment under her new contract with Twentieth Century-Fox will be Best Performance, based on Mary Orr's Cosmopolitan story, "The Wisdom of Eve." Joe Maniewicz is preparing the script.

20th-Fox Meeting

(Continued from Page 1)

hearing Einfeld describe each picture and discuss its boxoffice potentialities. He had been asked to perform this all-important task by Andy Smith, Jr., vice-president and general sales manager, who first apologized for the absence through illness of Al Lichtman, another of the company's vice-presidents and author of the famous Lichtman plan.

Einfeld said that although it was his first trip to Canada he had met many old friends here and that he had learned much since he had arrived. "I have a great admiration for your showmanship," he told the guests, "for there seems to be a more intelligent and aggressive approach to the merchandising of pictures in Canada." The purpose of his visit "was to discover ways in which my associates and myself can be of better service to you."

At the conclusion of Einfeld's address leading Canadian exhibition officials were asked to express their opinions.

It was the opinion of J. J. Fitzgibbons of Famous Players that "one of the things we need are ways of creating interest in our business." Types of competition which did not exist before the war made this necessary, he said.

Nat Taylor of 20th Century Theatres said humorously that "I came to hear about the famous Lichtman Plan but I guess with Arthur Silverstone here you don't need it in Canada." He posed two questions which he said the company representatives need not answer. One, about the trade press, is reported elsewhere in this edition. His second question caused a stir.

"When are the film companies going to stop forcing small-town exhibitors to play films not suited to their patrons' tastes?" This practice, he explained, was hurting business and therefore was not a sound one.

Taylor agreed that the Fox program "does look extremely good for next year," as did Hollywood product as a whole.

Einfeld, in discussing the new season's product, stated that 23 of the 30 films to be released are either completed or before the cameras and the rest will be completed before the fall. The schedule includes:

Pinky, Darryl F. Zanuck's

major production of the year, starring Jeanne Crain, William Lundigan, Ethel Barrymore and Ethel Waters. Directed by Elia Kazan.

Come to the Stable, written by Clare Boothe Luce and starring Loretta Young and Celeste Holm.

Prince of Foxes, filmed in Italy, starring Tyrone Power, Orson Welles and Wanda Hendrix.

The Black Rose, now filming in North Africa, starring Tyrone Power, Cecile Aubrey and Orson Welles.

Twelve O'Clock High, a story of the Air Force starring Gregory Peck.

Also House of Strangers, starring Edward G. Robinson, Susan Hayward and Richard Conte.

Will James' Sand in Technicolor, starring Mark Stevens, Coleen Gray and Rory Calhoun.

You're My Everything, in Technicolor, a musical about Hollywood, starring Dan Dailey and Anne Baxter. Produced by George Jessel and directed by Walter Lang.

Slattery's Hurricane, a story of the Navy Hurricane Service, starring Richard Widmark, Linda Darnell and Veronica Lake.

I Was a Male War Bride, starring Cary Grant and Ann Sheridan.

Oh, You Beautiful Doll, in Technicolor, starring June Haver and Mark Stevens. Produced by George Jessel.

Dancing in the Dark, starring William Powell, Mark Stevens and Betsy Drake. Produced by George Jessel.

Wabash Avenue, in Technicolor, starring Betty Grable, Victor Mature and Phil Harris.

Whirlpool, starring Gene Tierney, Richard Conte and Jose Ferrer.

Cheaper by the Dozen, the nation's No. 1 best-seller, starring Clifton Webb.

Night and the City, starring Gene Tierney and Richard Widmark.

Mother Was a Marine, starring Betty Grable and Dan Dailey.

Father Was a Fullback, starring Fred MacMurray and Maureen O'Hara.

Thieves' Highway, starring Richard Conte, Valentina Cortese and Lee J. Cobb.

Everybody Does It, starring

KORDA PROGRAM

(Continued from Page 1)

popular with the British public in recent years.

News of the deal, which becomes effective September 1st, was made public officially in this country following the return from London of James Cowan, director of public relations for the J. Arthur Rank Organization of Canada, and O. R. Hanson, Canadian representative for London Films.

The first four films to be released by Eagle-Lion will be The Winslow Boy, with Robert Donat; Spring in Park Lane, outstanding British grosser with Anna Neagle and Michael Wilding, produced by Herbert Wilcox; The Small Back Room, a Powell-Pressburger production with David Farrar; and Bonnie Prince Charlie, with color by Technicolor, which stars David Niven and Margaret Leigh-ton.

Sir Alexander Korda, pioneer of British production, has such stars as Robert Donat, Anna Neagle, Michael Wilding, David Niven, Glynis Johns, Valerie Hobson and Michele Morgan contracted.

He also has some of the industry's best producers in Herbert Wilcox, Carol Reed, Sydney Gilliat, Frank Launder, Anatole DeGrunwald, Anthony Asquith, and Michael Powell and Emeric Pressburger, who collaborated in producing hits such as I Know Where I'm Going, and Red Shoes, for J. Arthur Rank.

The Herbert Wilcox films, produced by his own company, Imperadio, are among the top pictures in the group.

Linda Darnell, Paul Douglas and Celeste Holm. Produced by Nunnally Johnson.

Oh, Doctor, starring Dorothy McGuire and William Lundigan.

Front and Center, starring Dan Dailey and June Haver. Directed by John Ford.

Arrow, from the novel "Blood Brother" starring James Stewart. Quartered City, a story of the Berlin airlift, with Hildegard Neff.

Turned Up Toes, starring Paul Douglas, Jean Peters and Cesar Romero.

Ring Waterfront 3, starring Linda Darnell and Dana Andrews.

From the Halls of Montezuma, in Technicolor, starring Dana Andrews, Anne Baxter and Paul Douglas.

There will be one production from Nat Holt and one from Edward Alpersen. Nat Holt will produce The Fighting Plainsman starring Randolph Scott in Cinecolor. Alpersen will deliver Dakota, starring Rod Cameron and George Montgomery, also to be filmed in Cinecolor.

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A Strange Tale of youth, romance and danger set against breath-taking beauty of this island paradise!

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JEAN SIMMONS & DONALD HOUSTON in

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with
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JAMES HAYTER
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You'll Thrill...
To the drama of shipwreck and rescue at sea
To the daring experience of lone survivors
To the fury of a tropical-hurricane
To the romance of youth on a desert isle
To the excitement of their fight for life
To the danger of their underwater enemy

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A GILLIAT-LAUNDER PRODUCTION FROM EAGLE-LION

Reap the benefit of the company whose publicity and exploitation department sold HAMLET and THE RED SHOES to all theatre-goers Coast-to-Coast!



EAGLE-LION FILMS OF CANADA
LIMITED

TORONTO • MONTREAL • SAINT JOHN • WINNIPEG • CALGARY • VANCOUVER

Famous Players Greets Tourists

Canadian motion picture theatres, along with other purveyors of entertainment and recreation, got \$24.3 million of the \$270 million USA tourists spent in Canada in 1948 — or nine cents of every dollar, it was revealed in "What's New?," house organ of Famous Players Canadian Corporation.

The extent to which Canada's largest theatre chain has pledged itself to boost our USA tourist trade is indicated by the special treatment of that subject in the magazine, which is edited by James Nairn.

"The motion picture industry, like almost every other Canadian business, has a definite stake in Canada's growing Visitor industry," Nairn writes in the current issue. "Theatres operated under the direction of Famous Players Canadian Corporation are pledged to co-operate fully with their local organizations in their efforts to make visitors welcome, to provide them with information and to render all other services possible."

The article then tells of the work of the Canadian Co-operation Project of the MPAA, worked through Hollywood and Ottawa, in attracting tourists with the help of American screens.

Famous Players publicity department is preparing two types of posters to be displayed in theatres during the tourist season. These inform the visitor that tourist information is available.

Suggesting co-operation with local Junior Chamber of Commerce bodies and others, "What's New?" said: "It is high time that every theatre manager in Canada faced up to some personal responsibility for the national success of our country's Visitor Industry."

Tourist trade receipts were 12 per cent higher in 1948 than in 1947.

'Hidden In My Heart'

Warners has purchased Martin J. Fielding's original drama, *Hidden in My Heart*, as a starring vehicle for Gary Cooper and Patricia Neal.

Gets Femme Lead

Ellen Drew has been given the feminine lead in Columbia's *The Tougher They Come*.

Nearing Production

Shortly to go into production is Universal-International's outdoor film, *Winchester 73*, dealing with the influence of the Winchester rifle on the development of the West. Aaron Rosenberg will produce.



Two made-in-Canada short subjects have attracted much praise for their human interest quality and technical excellence. They are Associated Screen News' *Borderline Cases* and the National Film Board's *Summer Is for Kids*.

The ASN short deals with the lives of the people who live along the Canada-USA border and does so humorously and in the most neighborly fashion. That one film is worth the whole Canadian Co-operation Project as far as I'm concerned — from a standpoint of helping goodwill by showing our films on USA screens.

I agree with Herb Whittaker when he referred to *Summer Is for Kids* as "the wonderful NFB short." I not only enjoyed the film at Shea's but the audience reaction to it. And dozens of people have asked me whether or not I had seen it, many of whom didn't realize that it had been produced in Canada.

Jack Hunter and Charlie Einfeld held a reunion at the Fox luncheon. As a youngster Einfeld worked with Jack in the First National office in New York . . . Alma Wilson, who used to be with Paramount here, now pitches for Oklahoma and may come here for the CNE tournament . . . "The Tool Crib" is the name of a Queen Street store . . . Congrats to the Ben Geldsalers, whose Emily Louise was recently married to Eugene M. Grant . . . It's a boy at the Mark Bermans. He's the Peerless booker.

Would Phil M. Daley mind if I swiped this from his *Film Daily* "Along the Rialto" column? Here goes:

"You have the word of a visiting Hollywood executive that it's a very, very true story. . . . Seems that at a recent circuit conclave awards were passed out for increased candy business. . . . Manager who collected one of the top bonuses was called upon to tell the assembled operators how he turned the trick. . . . And this is in essence what he reported: . . . 'Thirty minutes before the time for the show to break, I take a half dozen chocolate bars, put them in an open pan on an electric plate, and let them soften. . . . Then I move the pan into position near the auditorium air intake. . . . Every five minutes, I move the pan closer until, at the break point, it's right at the intake. . . . This means that for 30 minutes the pleasing odor of chocolate, in increasing strength, is being wafted into the auditorium. . . . It's amazing what happens. . . . Just as soon as the house lights go up, there's a rush for the candy stand, and we do a land-office business.'"

Victoria Theatre now closed . . . Bert Brown, formerly of the Navy Show and manager of the University, had to go on stage and keep the patrons happy during a recent power break. He whipped up a good show out of the audience and told a few stories himself. . . . The Len Bishops headed for the 55th wedding anni of his folks in LA . . . Gloria Graham, Win Barron's secretary, will appear with the Midland players when they give out with the drama in John Murray Anderson's Brant Inn.

Helen Ellen Storey, Tiv cashier, engaged to Al Nichols . . . Laura Secord shops offer this: "Drive carefully. Toronto hasn't a child to spare". . . Ruth Koffman won't be handling your film contracts at 20th Century Theatres any more. As Mrs. Syd Koffman, she's gone domestic. He's with Inter Theatre Services . . . Marconi of Canada has the Dumont TV set agency . . . Leslie McFarlane, NFB producer, did the story of Gilbert Labine, uranium discoverer, for Maclean's years ago. Maybe he'll be asked to help with the projected picture about Labine.

A private laugh about the town comes from the experience of an alcoholic and an Alcoholics Anonymous counselor. The alcoholic, a musician, is an ingratiating soul and when he joined AA the counselor assigned to him, a drunkard who had become a rugged convert, took a great liking to him. So great was the liking that within a few days they both disappeared on the biggest binge this side of Bikini, which lasted three weeks!

And I just heard that the prize patient at one of the local booze-cure institutions is a man who runs one in another city!

Lest you think otherwise, I am not laughing at the AA, which is doing magnificent work. I know some lads who straightened out wonderfully after joining.

Hunter Acquires Old Colonial

Jack Hunter, well-known Ontario exhibitor, has leased the Colonial, Toronto, from Hyman and Simon Franklin and will prepare it for an opening in October. It will have 500 seats. The theatre, opened during World War I by the Franklins, stands on Queen Street near the corner of Bay, across from the Toronto City Hall.

The house played the last silent film in Toronto 17 years ago and then closed. During all that time nothing was done to the premises. Today the exterior and interior are the same as when the doors were barred. Until a few years ago the last one-sheets placed in the outside frames were still to be seen.

The Franklin brothers refused to install sound or rent the premises to other would-be exhibitors. They also refused offers to buy the property by Simpson's, one of Toronto's largest department stores, which became the Colonial's neighbor by gradually acquiring the several properties which stood between them. One of these was the Ace Theatre, formerly the Photodrome, operated by Sam Ulster for many years.

For several years the Colonial was operated by the Allens but came back to the Franklins during earlier difficulties of that circuit. Several others had it after that but it was in the hands of its original owners when the talkies influenced its closing. It became a bit of a landmark.

The Franklins operate a jewelry business next to the theatre but they have very important real estate holding in downtown Toronto and these occupy most of their concern. Hunter, formerly Paramount Toronto manager and now interested in several Hamilton theatres, has been a friend of the Franklins for 25 years.

Dan Dailey's Next

Dan Dailey's next film at Fox will be *Mother Was a Marine*.

Peerless Reissuing 16 Pix In Series

Peerless Films Limited is re-issuing in Canada 16 films in the series starring the East Side Kids, Bela Lugosi, Ava Gardner, John Carradine, Peter Lind Hayes and George Zucco.

The features include *Spooks Run Wild*, *Invisible Ghost*, *Bowery at Midnight*, *Kid Dynamite*, *Million Dollar Kid*, *Block Busters*, *Crazy Knights*, *Sis Boom Bah*, *Clancy Street Boys*, *Ghost on the Loose*, *Black Dragons*, *Spotlight Scandals*, *Follow the Leader*, *Voodoo Man*, *Three of a Kind* and *Bowery Champs*.

FLAMINGO ROAD
MY DREAM IS YOUR
NIGHT UNTO NIGHT!
THE YOUNGER BR
COLORADO TERRIT
THE FOUNTAINHEAD
GIRL FROM JONES
LOOK FOR THE SIL

IN COLOR BY
TECHNICOLOR

IN COLOR BY
TECHNICOLOR

**AND MORE AND
STILL MORE TOP
PROFIT
PRODUCT
FROM WARNER
BROS!**

OTHERS!!

BEACH!!

VER LINING!!

TECHNICOLOR



Much CBC Time For Movie Gab

The subject of motion pictures is helping to fill much Canadian Broadcasting Corporation time over its Dominion and Trans-Canada networks. Almost every phase of the film is used to create program material—music, cartoons, children's reels, etc. Clyde Gilmour and Gerald Pratley prepare reviews, the former for "Critically Speaking" and the latter for "This Week at the Movies." British transcriptions are frequently used.

In June "The Movie Scene," which goes out every Tuesday at 10.30 p.m. over the Dominion network from CJBC, Toronto, offered a monthly film review for May, a talk by David Hand on "The Future of the British Cartoon," a report on the National Film Board's first quarter, and a talk by Mary Field, "Making Films for Children."

In July the Dominion network will carry a review of June films, latest production news from the world's studios, a talk by Michael Powell called "How I Make a Film," and a discussion of the present-day methods of advertising films.

The series called "Music From the Films," is broadcast from CBL, Toronto, over the Trans-Canada network at 8 p.m. on Saturdays. The June broadcasts were devoted to an introduction by Muir Mathieson, followed by the music of William Alway, Bryan Easdale and Arthur Bliss. In July the listener will hear Mathieson discuss examples of the music of William Walton and Ralph Vaughan Williams.

The remaining programs that month deal with some incidental music to British films, a talk by Eric Von Stroheim about D. W. Griffith, and a talk by Ivor Montagu about Sergei Eisenstein.

Marsha Hunt Cast

Marsha Hunt will have the feminine lead in Columbia's *Woman from Headquarters*.

Warners Net Down In First Six Months

Warner Bros. Pictures Incorporated and subsidiaries showed a net profit in the six months ended February 26th, equivalent to 77 cents a share on the 7,295,000 shares of common stock outstanding. This compares with the net of \$7,311,000, or \$1 a share for the same period in the previous year. Figures are after provision for taxes.

Film rentals, theatre admissions and sales amounted to \$68,520,000 as compared with \$75,852,032 in the like period a year earlier.



THREE-THEATRE CANADIAN 'REIGN OF TERROR' PREMIERE

Despite the worst heat wave, thousands of people jammed the streets and blocked traffic June 17th to witness the three-theatre Canadian premiere of Walter Wanger's epic of the French revolution, *Reign of Terror*, starring Robert Cummings, Arlene Dahl and Richard Basehart. Day following the world premiere of the *Eagle-Lion* (Hollywood) release in New Orleans, the Snowdon and Outremont in Montreal and the Victoria Theatre in Quebec shared the Canadian opening with Hollywood-style festivities at all three houses.

Typical scene (above) at the Snowdon Theatre shows Gerry Chernoff, Montreal Branch manager for International Film Distributors; Harold Greenberg, Snowdon manager; Councillor Raoul D. Galbois, representing Montreal Mayor Camille Houde; Ron Morier, CJAD announcer; and Meryl Kluger, winner of the "Doll of Montreal" contest, conducted in connection with the film. All participated in the special broadcast as patrons filed in to fill the house to capacity. Similar broadcasts featuring civic officials were held same night at the other two theatres which also enjoyed capacity business despite the torrid weather. Transcription rebroadcasts of the gala openings were carried next day in both cities.

Handling the campaign were Joe Mansfield, *Eagle Lion* (Hollywood) representative from Boston, assisted by Irving Herman, ad-publicity director for IFD, Canadian distributors of the film.

Contract Signed For More Tarzan Films

With the signing this week by Ned E. Depinet, president of RKO Radio, of a new three-year contract with Sol Lesser, the famous Tarzan films continue their record of being the longest consecutive series in the history of the motion picture industry. When the new contract, which calls for one picture yearly, is completed, the series will have been on screens for 34 years.

The first film under the new pact will be *Tarzan and the Slave Girl*, starring Lex Barker, slated for early production.

Arctic Documentary Distribution By RKO

RKO Radio has signed a contract with Producer Boris Petroff for the distribution of *Arctic Fury*, based on the heroic adventures of Dr. Thomas Barlow in the Arctic. This will bring one of the industry's great documentary films to the screens of the world.

Cast and crew, including four cameramen, spent seven months in the Alaskan wilderness north of the Arctic Circle filming this picture. It includes magnificent scenery never before recorded on film.

HAMILTON REJECTS CARNIVAL BAN

City Council of Hamilton rejected a recommendation from the Board of Control that would have asked the Police Commission to ban carnivals from the city. This was asked for by local exhibitors, who objected on the grounds that they pay year-round licensing fees, while the carnivals, for the cost of a permit, take thousands of dollars out of the city.

The exhibitors were accused of "becoming very pious overnight" by one alderman.

Small businessmen, the mayor and others favor the exhibitor's stand and the Board of Control may insist that the by-law be observed which stipulates that three carnivals be permitted in three different parts of the city annually. These would have to meet Health Department regulations regarding sanitary conditions.

The honesty of the average carnival, even though sponsored by outstanding organizations, was questioned by some who object to that type of amusement. Citizens, they contend, don't get sufficient protection from fixed games.

Ramsaye Retires As MP Herald Ed

Announcement has been made of the naming of Martin Quigley, Jr., to the position of editor of *Motion Picture Herald*. His appointment became effective July 1st, 1949.

Terry Ramsaye, who has been editor since 1931, has relinquished the editorial direction of the *Herald* but will continue his contributions to the editorial and news pages. He will also serve as consulting editor of the *Herald* and other Quigley Publications.

Ramsaye, author of "A Million and One Nights," a history of the film from its origin until 1926, will return to the general field of writing. He is due to begin work on another book about the film, this time in the *Civilization Series* for the Library of Congress under a Rockefeller Foundation grant.

Martin Quigley, Jr., has been a member of the staff of *Motion Picture Herald* since 1939 and associate editor since 1945. He is a graduate magna cum laude of Georgetown University and author of "Magic Shadows, the Story of the Origin of Motion Pictures," "Great Gaels" and "Roman Notes," the latter two subjects being based on wartime observations in Ireland and Italy. He is vice-president of Quigley Publishing Company, publishers of *Motion Picture Herald*, *Motion Picture Daily*, *Motion Picture Almanac* and *Fame*.

DeMille's Next Film

The greatest Show on Earth, dealing with the circus and featuring the Ringling Brothers and Barnum and Bailey Circus, will be Cecil B. DeMille's next Paramount production.

Art Director Set

Charles Clarke has been assigned to the art direction of *The West Point Story*, second James Cagney starrer for Warner Bros., with Lou Edelman producing for the studio.

June Haver Assigned

June Haver has been assigned to the starring role in *Warners' The Daughter of Rosie O'Grady*, which David Butler will direct.

U-I Buys Original

Universal-International has purchased Nat Dallinger's original, *The Red Carpet*, which Ted Richmond will produce.

'To Please A Lady'

Dore Schary has completed negotiations for the purchase of *To Please a Lady* for MGM. Written by Barre Lyndon and Madge Decker, the story deals with auto racing and will likely star Clark Gable.

The Green Promise

with Marguerite Chapman, Walter Brennan, Robert Paige.

RKO 95 Mins.
WARMLY REWARDING ENTERTAINMENT FOR THE FAMILY AUDIENCE. LEVEL HEADED, THE DIRECTION IS UNDERSTANDING. WILL GARNER ESTEEM IN MANY QUARTERS.

A warmly rewarding entertainment shapes up here for the family audience. It is level headed and understanding. The screenplay by Monty F. Collins makes the most of the story of a farmer and his children who come to settle in a strange location to take up an arduous life. The material is an inspection of the dangers of individualism and stubbornness, the rejection of the new and better for the old and worthless in terms first of agriculture and then of paternal demands from children whose senses of love, duty and loyalty are confused.

As it evolves, the story is simple, down to earth. Such qualities are not run of the mill. The 4-H Clubs come in for delineation. With much of the plot centering around little Miss Natalie Wood, the motivation is often seen from the eye level of a child.

The family of Walter Brennan comes from the dustbowl and settles near Millwood. They include Marguerite Chapman, eldest daughter; Natalie Wood, Ted Donaldson and Connie Marshall. They operate in the democratic way; every move affecting the family is voted upon with the majority ruling. Robert Paige is the local agricultural expert who visits them as soon as they are settled, explains the problems to be expected, offers advice which Brennan promptly discards.

There is conflict over plowing methods. An erosion danger looms. Brennan decides to cut down trees which would keep his place from being washed away. He makes a deal in order to obtain money for a tractor. He is laid up however with a broken leg and in pain when things start to happen. When they do he is powerless and near disaster strikes before he learns his error. There is a wild thunderstorm at night for this final note which is gotten over effectively.

CAST: Marguerite Chapman, Walter Brennan, Robert Paige, Natalie Wood, Ted Donaldson, Connie Marshall, Robert Ellis.

CREDITS: A Glenn McCarthy Production; Producers, Robert Paige, Monty F. Collins; Director, William D. Russell; Original story and screenplay, Monty F. Collins; Photography, John L. Russell. **DIRECTION:** Understanding. **PHOTOGRAPHY:** Good.

We Were Strangers

with Jennifer Jones, John Garfield, Pedro Armendariz, Gilbert Roland.

Columbia

106 Mins.

PLENTY OF GUTS AND COURAGE WENT INTO THIS ONE. A POTENT, MOVING, MOUNTINGLY DRAMATIC NARRATIVE. RAISES USA PRODUCTION PRESTIGE. CHALLENGING STUFF. EASILY BELONGS TO THE RECENT COLLECTION OF IMPORTANT PICTURES. HUSTON AFFIRMS PROMISE. SUPERIOR PERFORMANCES.

Into the production fabric of *We Were Strangers* went plenty of guts and courage. It deals with actualities, names names and surfaces as a potent, moving, mountingly dramatic film that not only reaffirms the promise of John Huston but also brings to American production a striking departure from the static. In a few words the USA film emerges from its wraps and throws a brilliant challenge at anybody who has in the past relegated it as an art-entertainment form still in adolescence.

First of all the story has to be good. From Robert Sylvester's pieces collected under the title of "Rough Sketch," Huston and Peter Viertel concocted a scenario that is right all the way. They added bits here and there for contrasting theatrical effect.

In the line of performances Miss Jones is seen in another performing accomplishment as "China Valdez." This, too, is one of the best things John Garfield has turned in recently. Armendariz is that good an actor that you hate his guts all the way. As chief of the secret police, the Porra, he is as nasty as they come.

But to Gilbert Roland there is given one of the show stoppingest bits to provoke spontaneous applause. When he gives out with this bit the entire story action is suspended and attention is riveted upon him as he strums a guitar, sings a sardonic Calypso rhyme and concludes with a rumba shuffle.

This time Huston's directorial talents apply to the terror in Cuba under the regime of the later absconding Machado. Names are named, few if any punches are pulled as the police state created by this Caribbean counterpart of European fascism took root, fortunately to be as violently uprooted.

Quoting Jefferson — "Resistance to tyrants is obedience to God" — the story begins in Havana in the 1930's quickly establishing vicious murders and fear-instilling activities of the Porra. Miss Jones' brother is killed. She joins the underground to revenge his death. Posing as a theatrical booking agent, John Garfield joins the movement and offers a plan to wipe out the hierarchy of the corrupt government. It is to arrange an event that will prove catastrophic, blow the powers that be to bits.

The plan: Miss Valdez lives near a cemetery. They will tunnel under the burial area to a point directly under the Contreras family tomb. Then kill Contreras. On the day he is buried everyone who is anyone in dirty Cuban politics will attend the funeral. Press the plunger and a new government is born.

But of course there is always Armendariz lurking, probing, making passes at Miss Jones. Garfield takes the utmost precautions. With his crew he digs the tunnel, through old burial pits, through decay and stench until finally the dynamite is in place. Then Contreras is assassinated. But his distraught family have had enough of Havana, decide to bury him elsewhere. The work and planning is all for naught. By this time Garfield and Miss Jones are very much in love, too. And Armendariz is more and more suspicious.

Their plan a fiasco, Garfield and his men break up. He is known to the Porra now. A passage to Florida is arranged. Armendariz closes in. Miss Jones joins Garfield when they are surrounded and there follows a noisy, wild gunfight that renders lighting like visual impacts as Garfield keeps the Porra off with a tommygun and dynamite. Unfortunately he catches a burst, dies in Miss Jones' arms as, at that moment, Havana celebrates its liberation.

It is a well told tale of sometimes violent impact upon the senses but it never lets up.

We Were Strangers easily belongs to the collection of recent and important pictures.

CAST: Jennifer Jones, John Garfield, Pedro Armendariz, Gilbert Roland, Ramon Navarro, Wally Cassell, David Bond, Jose Perez, Morris Ankrum, Tito Rinaldo, Paul Monte, Leonard Strong, Robert Taffur.

CREDITS: A Horizon Production; Producer, S. P. Eagle; Director, John Huston; Screenplay, Peter Viertel, John Huston; Based upon an episode in "Rough Sketch," by Robert Sylvester; Photography, Russell Metty; Art, Cary Odell; Editor, Al Clark; Sets, Louis Diage; Special scenes, Lawrence W. Butler; Sound, Lambert Day; Musical score, George Antheil; Musical director, M. W. Stoloff.

DIRECTION: Excellent.

PHOTOGRAPHY: Fine.

SHORT THROWS

ONE OF HOLLYWOOD'S finest residents passed on recently at 56. He was Ralph Wilk, who joined *Film Daily* in 1919 and became its West Coast man in 1928. You've read him and so know how well he carried on his tasks. But if you hadn't met him at one time or another, you missed knowing a man whose kindly and helpful nature was a vindication of the human breed, no matter how badly it seems to behave.

MILIZA KORJUS and the Tales of the Vienna Woods company, advertised for the Royal Alexandra, Toronto, backed out on International Artists Incorporated and caused a \$15,000 refund. Producer hadn't posted security for salaries and didn't even get into rehearsals but neither the Royal nor the International Artists' officials were even told it was off.

W. A. TROUT, Hope, BC exhibitor, was the Coalition candidate for Yale Riding in the recent provincial elections. He's prexy of the Hope and District Board of Trade.

TIVOLI THEATRE, due to open in Edmonton on July 16th with 450 seats, is in an unusual position. The owners built it 17 feet outside the city limits so that they could be in a different zone and get an earlier run of film. But the city has a rule against extending water and other services outside the municipal limits. The owners are willing to bear all expenses for extension of services but the city is afraid to set a precedent.

WALLY HAMILTON, partner with cameraman Don Colman in Trans-Canada Films, Vancouver industrial studio, was the subject of an article in a recent issue of "Western Business and Industry." Wally started out as an usher under Tom Bennett in the old Empress, Vernon, BC, and after that joined Howard Booth, then a producer and now Odeon Western manager. He went with Leon Shelly after that and quit that firm in 1948 to join Colman in the purchase of Trans-Canada, which had opened for business three years earlier and is now valued at about \$35,000.



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There's NO Business

Like  Business!"



IN SATURATION PREMIERES "IT HAPPENS EVERY SPRING" ST. LOUIS! PITTSBURGH! ATLANTA

WESTERN EXHIBITS

(Continued from Page 1)

Roy Chown of that city as secretary-treasurer, while Walter Wilson of Calgary and Douglas Miller of Taber were also retained as vice-presidents.

Considerable discussion took place regarding the admission of drive-in theatres and a motion was passed to leave this up to the directors if and when applications are received.

The president asked that every exhibitor show the newsreel subjects about the party leaders and it was suggested that a letter be sent to the secretary of the National Committee suggesting the inclusion of Solon Low, leader of the Social Credit party.

It was decided to bring in an industry speaker to address various service clubs as a boost for public relations. Every member was asked to help the work of the Motion Picture Industry Council, which has been endorsed by the body.

The association will endeavor to have the Amusement Act changed to allow children to remain in theatres until 9 p.m. in the place of 8 p.m., as is the rule now. Rural exhibitors said that this would be of great advantage to them.

A special committee, headed by Walter Wilson and Ralph Mitchell, was appointed to devise ways and means of furthering participation in Alberta's drive for tourists and a program of support was drawn up at a meeting for that purpose only.

W. Ramsay, Canmore, a director who recently sold his theatre, wished to resign from the board but was unanimously asked to remain another year because of his long experience and interest.

RKO Signs Talman To Long-Term Contract

William Talman has been signed to a long-term contract by RKO Radio, which outbid two other major studios for the services of the Broadway-trained actor.

RKO Radio exercised its option after viewing the first prints of *I Married a Communist*, in which Talman plays a powerful supporting role to Laraine Day, Robert Ryan and John Agar.

Wallis Buys 'Stooge' For Comedy Team

The Stooge has been acquired by Hal Wallis as a starring vehicle for Dean Martin and Jerry Lewis, night club and radio comedians.

A story about show business with emphasis on vaudeville, the theme seemed an ideal vehicle for Martin and Lewis. Fred Finklehoffe has been assigned to write the screenplay.

TV Roundup

Australia will have TV in two years, according to Prime Minister Chifley. It will be a government monopoly and stations will be set up in the six state capitals — Brisbane, Sydney, Melbourne, Adelaide, Perth and Hobart — making television available to 60 per cent of the population. To assure a better image the standard will be 625 lines, higher than either the USA or Britain, Chifley stated.

Prices of Canadian video sets will be 35 per cent higher than USA sets, was the prediction made in Winnipeg by O. W. Rodomar, general sales manager of Philips Industries Ltd., a firm which manufactures TV sets. He said also that he understood licences had been granted for transmitters in Toronto and Montreal.

Prices have been cut by \$20 to \$100 in the USA on seven General Electric television receiver models . . . Washington meeting will try to settle who gets TV jurisdiction over certain talent unions. IA-NAB difference is still unsettled. Now the musicians and AGVA are battling whether instrumental turns are actors or musicians. Maybe it will all be settled by the time Canada gets TV.

Alphonse Ouimet, who was recently appointed television coordinator for the CBC, comes to his new post well qualified.

He is a BA graduate from Montreal University and a B. Eng. from McGill. He served as research engineer for Canadian Television Ltd. and later Canadian Electronics Ltd., then the Canadian Radio Broadcasting Commission. He became operations engineer for the CBC when it was formed in 1936 and since 1941 has been assistant chief engineer.

Ouimet has followed the developments in TV in the USA and Britain very closely and filed all pertinent information. He is considered one of the top experts in the field in Canada.

During the last month 215,000 new TV sets were installed in the USA, bringing the grand total of installations to 1,662,000. Month previous the number was 132,000 and the NBC research credits the terrific jump to the big drop in the price of sets and the opening of the baseball season.

Over 200 TV stations will be in operation in the USA by 1952, is the prediction made by Joseph B. Elliott, RCA v-p, as against 61 today. He also forecast that in that year upwards of five million home sets will be in use and that sets purchased now will still be good for ten years.

Rental of \$1 per month for maintaining video aerials on roofs has been agreed to by thousands of landlords and tenants in New York as a fair charge and in most cases is being allowed by the Area Rent Administrator.

Other landlords are offering to install community plug-in aerials for a monthly charge. One big outfit found 80 per cent of its tenants willing and figured the master aerials for its 14 buildings would cost about \$50,000. Drawback to this plan is that a good indoor aerial makes the outside one unnecessary and would make the investment a bad one.

Use of films on a regular schedule has been evolved by the TV section of the American Broadcasting Corporation. Nat Fowler, film director for the network, has set travel pictures for Monday, comedies and films on art for Tuesday, documentaries on Wednesday, sports film on Thursday, features on Friday and Saturday and religious pictures on Sunday.

A resolution of the Canadian Association of Broadcasters, made at St. Andrews-By-The-Sea, NB, declared that the meeting "instructs the incoming board of directors to make a presentation to the Royal Commission on Arts, and, if it is deemed advisable to do so, to the parliamentary committee on radio, urging before both bodies that there should be set up a separate radio licensing and regulatory body from which there should be a broad right of appeal."

EMP-U SHORTS

(Continued from Page 1)

general manager of the last-mentioned firm, after his return from U-I's four-day sales meeting at the Waldorf-Astoria, New York.

Empire - Universal distributes U-I product in Canada and Perry was a participant in the New York meeting, over which William A. Scully, U-I vice-president and general sales manager, presided. The meeting was addressed by Nate Blumberg, president, as well as Maurice Bergman, public relations head, and David A. Lipton, ad and publicity director.

There will be 52 short subjects in the 1949-50 program along with 104 issues of the Universal newsreel, Perry said. This news was revealed at the convention by A. J. O'Keefe, U-I assistant general sales manager.

Special selling emphasis is being directed toward the company's eight three-reel musical Westerns featuring Tex Williams and his Western Caravan and to the two, two-reel specials, the first to be titled *Thundering Rails*, which is being produced by Tom Mead with the co-operation of the American Railroad Association, and the second, *The Tiny Terrors Make Trouble*, also being produced by Mead and using the three little bears who scored a hit in *The Tiny Terrors of the Timberlands*.

The remainder of the 52 short subjects will include 13 of the company's popular two-reel *Name Band Musicals*, eight each of the company's one-reel *Sing And Be Happy* and *Variety Views* series and 13 *Technicolor Cartune* reissues.

While in New York Perry discussed Canadian distribution and exhibition problems with F. J. A. McCarthy, the company's representative to Empire-Universal Films.

RKO Pacts Director

RKO has signed Don Siegel to a long-term director's contract.

'Magnificent Yankee' Film Rights Bought

Shepard Traube has acquired the screen rights to Emmet Lavery's Broadway stage hit *The Magnificent Yankee*, which deals with the lives of two great American jurists, Supreme Court Justice Oliver Wendell Holmes and Justice Louis D. Brandeis. Traube will produce and direct the film independently in New York and Washington.

Louis Calhern, who originated the role of the great dissenter on Broadway, has been engaged to portray Holmes in the screen version. Negotiations are in progress for two screen stars to play the roles of Justice Brandeis and Mrs. Holmes. Film is budgeted at \$500,000.

SO YOU THINK BUSINESS IS **BAD**?

We know it isn't good. Like others in the industry, we have been conjecturing and asking questions (with and without the aid of Life Magazine), to ascertain whether bad business is caused by television, quality of pictures, or what.

WE NOW STATE UNEQUIVOCALLY that with a great picture you can still do great business. Stanley Kramer and Grad Sears screened "Home of the Brave" for us last Spring, in rough form, in California. Its box-office possibilities were immediately apparent. A real problem confronted us — here was a fine meaty picture, even though controversial, but without ANY star value. How to merchandise it ??? The Essaness organization devised a campaign just as meticulously as a motion picture should be planned and executed from script to completion. This campaign, radical, different and truthful, was carried out with intense fervor. THE RESULTS MADE MOTION PICTURE HISTORY.

The Woods Theatre in Chicago has 1093 seats. Its admission price is 98c, including 16c tax. The first week gross is \$46,442.00. **THIS IS AN ALL-TIME RECORD FOR ANY THEATRE IN THE WORLD.** The Average admission occupancy was over \$42.00 per seat for the week. Translated in terms of one of the 6000-seat New York theatres at their current admission prices **A GROSS OF OVER \$350,000.00 IN ONE WEEK** would be required to equal the Woods Theatre per-seat record.

It is a pleasure to congratulate Stanley Kramer who dared to walk an untrodden path. He is also to be commended for making a great picture with a most modest budget, sans stars. **However, we do not recommend this procedure unless a script is as fine as "Home of the Brave" was, and the equivalent attributes of writing, acting, direction and production are forthcoming.**

This ad is being published to cheer those of you who might be despondent. The Woods Theatre is making a lot of money with this picture and paying a tremendous film rental, and selfishly we want to maintain our advertising slogan that the Woods Theatre is the "World-Renowned Home of Hollywood's Best." To the end that we do not exceed credibility in our advertising slogan, whenever deserving pictures are available we will continue to send Hollywood large film rentals.

ESSANESS THEATRES CORPORATION

NOTE:—This is an unsolicited testimonial to United Artists' great motion picture "HOME OF THE BRAVE", paid for and inserted in American trade papers by the Essaness Theatre Corporation of Chicago, Ill.



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